CHIA LIN CHEN

Frontend Engineer · Taipei, Taiwan (UTC+8)
chialin76@gmail.com · linkedin.com/in/ellenchialinchen ·ellenchen.dev

Frontend engineer with 4 years of React, TypeScript, and Next.js, owning product frontends end to end, from an AI-native underwriting workstation at Qlo (YC S26) to a $1M+ volume trading platform at Lootex. Previously spent 5 years in client-facing account management and sales & marketing, and brings that lens to turning real-world workflows into tools people adopt. Uses Claude Code and Cursor daily, with project rules that keep AI-generated code review-ready.

Experience

Qlo (YC S26) Jan 2026 – May 2026
Frontend Engineer

- **Sole frontend engineer** on an AI-native underwriting workstation; took it from demo to **production beta**
- Replaced carrier workflows split across legacy tools and spreadsheets with one quote-to-bind flow
- Proposed bringing engineering into design reviews before spec sign-off; **adopted team-wide**, surfacing spec gaps earlier
- Built a schema-driven quote form (React Hook Form, Zod) for per-client variations; **proposed a backend-served schema** as a shared FE/BE contract
- Extended the workflow with custom quote options, binders, and invoices; **redesigned login with 2FA**; built broker management

Lootex Jul 2022 – Dec 2025
Frontend Engineer

- Built an NFT trading platform with **wagmi/viem** contract integration: **$1M+ volume, 100K+ on-chain claims**
- **Sole frontend engineer** on Lootex Studio, a no-code NFT launch platform with resumable on-chain publishing; shipped launches incl. Sony's Soneium blockchain
- Co-built a **Storybook** design system of accessible, **responsive Tailwind components**
- Built and maintained the frontend deployment and release pipeline, with preview environments for independent cross-team validation
- Led frontend for Web3 game FizzPop, tuning rendering performance; game hit **39% Day-1 retention** (3–4x category avg.)

PEZCROWN (Marshall Taiwan distributor) Jul 2018 – Sep 2021
Sales and Marketing Manager

- Represented the Taiwan team to Marshall's global HQ, including global sales meetings; localized brand copy and wrote product messaging, incl. in-store display copy for retailers
- Planned online/offline campaigns and KOL content marketing, growing sales **60% year over year** and social followers **120%**

Wunderman Taiwan (now VML) Jul 2016 – Apr 2018
Senior Account Executive

- Bridged clients and creative/production teams for PepsiCo snack brands, Mozilla Firefox, Far EasTone, and Darlie; promoted after delivering three major projects on time and on budget
- Account team for the Firefox campaign that won **Best O2O Marketing** at the 2018 Digital Singularity Awards (DSA)

Skills

Frontend: React, Next.js, TypeScript, JavaScript, Tailwind CSS
Forms & State: TanStack Query, React Hook Form, Zod, Zustand
Web3: wagmi, viem, smart contract integration
Deployment: GitHub Actions, Vercel
Tools: Git, Figma, Storybook, Claude Code, Cursor
Spoken Languages: Mandarin (native), English (professional working proficiency)

Education & Training

Frontend Engineer Program — AppWorks School Jan 2022 – Jun 2022
Master of Public Relations & Advertising — UNSW Sydney, Australia Jul 2015